

WILLIAMS-SONOMA, INC.

3250 Van Ness Ave.
San Francisco, CA 94109

{Todays date}

Notice of Data Breach

{Customer
Customer Address
City, state, zip}

Dear {Ms./Mr. customer}:

At Williams-Sonoma, Inc. we pride ourselves on consistently providing our customers with excellent merchandise and friendly, knowledgeable associates who can make each shopping experience special. Indeed, we believe that this is what sets us apart from other retailers.

What Happened?

We have determined that when you made your recent purchase with {Brand} on {date}, your {card type} credit card data ending in {card last 4} was collected by an associate. Your account was compromised by our associate taking your order. The associate improperly asked you for your CVV number on the back of your credit card.

What Information Was Involved?

The information that was involved was your name, credit card data ending in {card last 4}, and your CVV number on the back of your credit card.

What Are We Doing?

We have filed a police report and are pursuing prosecution against the associate in question in this matter. The associate has been terminated from employment with WSI.

We deeply regret the inconvenience and difficulty to you caused by this incident. It is disappointing for us to have such a circumstance occur, as the security and integrity of our customer information is our foremost concern. Please be assured that the situation has been properly addressed and resolved.

In hopes that we might regain your confidence, we will be sending you a gift card as a way of inviting you to continue to shop with us. You may use it toward a purchase in any of our stores, websites, or catalogs.

We value you as a customer and hope we will have the opportunity to serve you in the future.

In addition, please note per below we are offering you complimentary credit monitoring for one year.

WILLIAMS-SONOMA, INC.

POTTERY BARN POTTERY BARN KIDS PBTEEN WILLIAMS-SONOMA WILLIAMS-SONOMA HOME WEST ELM MARK AND GRAHAM REJUVENATION

WILLIAMS-SONOMA, INC.

For More Information

You should have also received a call from, Gail Morris, Director of Loss Prevention or Christine Lozzi of our Loss Prevention Department about this matter. If you have not yet heard from them or if you wish to contact us, you can reach Gail Morris at 415-816-5505 to answer any additional questions you may have in this matter.

What Can You Do

There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to www.ExperianIDWorks.com/restoration for this information

You may want to contact the three U.S. credit reporting agencies to report the incident and request a credit report:

Equifax
P.O. Box 740241
Atlanta, GA 30374
(866) 349-5191
www.equifax.com

Experian
P.O. Box 4500
Allen, TX 75013
(888) 397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19016
(888) 909-8872
www.transunion.com

You can request a free credit report once a year at www.annualcreditreport.com. The FTC, the credit reporting agencies, your local attorney general, and law enforcement agencies can also provide you with additional information about fraud alerts and security freezes and how to prevent identity theft.

If you suspect any identity theft has occurred, you may contact the Federal Trade Commission by calling (877) 438-4338 or online at www.ftc.gov. The FTC is located at 600 Pennsylvania Avenue, NW Washington, DC 20580.

Maryland residents may wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.oag.state.md.us/idtheft>, or by sending an email to idtheft@oag.statemd.us, or calling 410-576-6491.

North Carolina residents may wish to review information provided by the North Carolina Attorney General at <http://www.ncdoj.gov/Help-for-Victims/ID-Theft-Victims.aspx>, by calling 877-566-7226, or writing to 9001 Mail Service Center, Raleigh, NC 27699.

Sincerely,

Craig Barnes

Senior Vice President
WSI Customer Care Centers

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